



Bethesda North Marriott Hotel & Conference Center
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BETHESDA NORTH MARRIOTT HOTEL HOSTS PARTNERS IN EXCELLENCE SEMINAR FOR CONFERENCE & EVENT PLANNERS

Bethesda, Md. — June 2009 - Bethesda North Marriott Hotel and Conference Center was the showcase for Washington, D.C. area conference & event planners to learn about excellence in hospitality. The Marriott hotel hosted the Partners In Excellence seminar in Bethesda on May 28-29, 2009. The event brought together some of the nation's top conference & event planners to learn how Marriott International Hotels and Resorts develop and implement best practices in hospitality. Approximately 30 participants received diplomas from David Marriott.

General Manager Bob Daley welcomed participants, saying, "You represent the elite in your field of event planning. On behalf of Bethesda North Marriott Hotel and all of the Marriott Hotels in the Washington metro area, we are pleased to showcase the most current designs and trends from Marriott International."

All 450 guest rooms and suites at Bethesda North Marriott Hotel and Conference Center feature Plug-In Guest Rooms with an innovative plug-in technology panel that offers effortless connectivity for laptops, video games and other devices. They sport a new look and feel with the addition of Marriott's Revive® bedding package including 300-thread-count Egyptian cotton linens, a pillow top mattress and a stylish duvet.

Bethesda North Marriott's guest room décor is echoed in the sample rooms, which the event planners experienced during the seminar and a visit to Marriott International's corporate headquarters. They explored the test kitchen, toured the latest room designs, met key associates involved in research and development, and sat in on a discussion of Marriott's plans for the future across its brands.

"The Partners In Excellence seminar was a wonderful event," said Mindi Wood, a conference planner who helps coordinate about 800 meetings and events per year for Westat. "It gave us a much better understanding of what goes on behind the scenes during our events. When you see firsthand how much work and preparation goes into every detail, it really puts it all into perspective."

Conference & event planners experienced the "heart of the house," learning about the inner-workings of Bethesda North Marriott Hotel and Conference Center. The seminar in Bethesda featured tours of key departments such as Front Office and Food & Beverage, and included a presentation about how and why booking decisions are made.

"One of the most valuable parts of the event was the Revenue Management session. It explained, in layman's terms, the process and rationale behind the decisions that are made during the sales contact," said Beverly Goodwine, an Event Manager who plans meetings and events with up to 5,000 attendees. "Being a negotiator, I understand so much more now and it will assist me in being a more educated consumer when I'm booking and consulting clients."

Bethesda North Marriott Hotel and Conference Center boasts the fifth largest ballroom in the Washington, D.C. region. This Bethesda, Maryland hotel has a total of 40,000 square feet of flexible function space.





Thirteen meeting rooms and a state-of-the-art 130-seat amphitheater further distinguish the Marriott hotel from other venues.

For more information or reservations, call Bethesda North Marriott Hotel and Conference Center at 301-822-9200 or visit www.BethesdaNorthMarriott.com.

